

AMENDMENTS TO THE CLAIMS

The listing of claims below replaces all prior versions of claims in the application.

1. (Currently Amended) A digital broadcasting receiving device with an advertising information outputting function, comprising:

a receiver for receiving a digital broadcasting wave;

video/audio output means for outputting at least one of video and audio;

means for taking out advertising information and advertising area information which are carried on the digital broadcasting wave;

means for outputting information related to the current position;

selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and

a controller for feeding the selected advertising information to said video/audio output means at predetermined timing; and

judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

wherein said controller feeds to said video/audio output means the advertising information selected when said judgment means judges that the video and audio which are currently being output are a commercial.

2. (Original) A digital broadcasting receiving device with an advertising information outputting function, comprising:

a first receiver for receiving a digital broadcasting wave;

video/audio output means for outputting at least one of video and audio;

means for taking out advertising information and advertising area information which are carried on the digital broadcasting wave;

a second receiver for receiving a transmission wave on which information required to specify the current position is carried;

means for outputting information related to the current position on the basis of the information carried on said transmission wave;

selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and

a controller for feeding the selected advertising information to said video/audio output means at predetermined timing; and

judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,

wherein said controller feeds to said video/audio output means the advertising information selected when said judgment means judges that the video and audio which are currently being output are a commercial.

3. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, comprising

a memory storing the advertising information and the advertising area information which are taken out of the digital broadcasting wave,

said selection means being constructed such that the advertising information stored in said memory can be selected by the contrast between the information related to the current position and the advertising area information.

4. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, comprising

a memory storing the advertising information and the advertising area information which are taken out of the digital broadcasting wave,

said selection means being constructed such that the advertising information stored in said memory can be selected by the contrast between the information related to the current position and the advertising area information.

5. (Currently Amended) A digital broadcasting receiving device with an advertising information outputting function, comprising:

a first receiver for receiving a digital broadcasting wave;

video/audio output means for outputting at least one of video and audio;
a memory storing advertising information and advertising area information;
a second receiver for receiving a transmission wave on which information required to specify the current position is carried;
means for outputting information related to the current position on the basis of the information carried on said transmission wave;
selection means for selecting the advertising information by the contrast between the information related to the current position and the advertising area information; and
a controller for feeding the selected advertising information to said video/audio output means at predetermined timing; and
judgment means for judging whether or not video and audio which are being currently outputted are a commercial (CM) appended to a program,
wherein said controller feeds to said video/audio output means the advertising information selected when said judgment means judges that the video and audio which are currently being output are a commercial.

6. – 10. (Cancelled)

11. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~in~~
by said selection means directly to said video/audio output means ~~simultaneously with~~ in
response to the selection.

12. (Currently Amended) In the digital broadcasting receiving device with an advertising
information outputting function according to claim 2, a digital broadcasting receiving device with
an advertising information outputting function, wherein

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~in~~
by said selection means directly to said video/audio output means ~~simultaneously with~~ in
response to the selection.

13. (Currently Amended) In the digital broadcasting receiving device with an advertising
information outputting function according to claim 3, a digital broadcasting receiving device with
an advertising information outputting function, wherein

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~in~~
by said selection means directly to said video/audio output means ~~simultaneously with~~ in
response to the selection.

14. (Currently Amended) In the digital broadcasting receiving device with an advertising
information outputting function according to claim 4, a digital broadcasting receiving device with
an advertising information outputting function, wherein

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~in~~
~~by~~ said selection means directly to said video/audio output means ~~simultaneously with~~ in
response to the selection.

15. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~in~~
~~by~~ said selection means directly to said video/audio output means ~~simultaneously with~~ in
response to the selection.

16. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

17. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

18. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 3, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

19. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

20. (Original) In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, wherein

said controller is so constructed as to feed the advertising information selected in said selection means to said video/audio output means when a signal representing the timing of outputting the advertising information is received.

21. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 1, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message ~~saying~~ indicating that the advertising information exists, and

~~said controller is so constructed as to feed~~ feeds the advertising information selected ~~when by the selection means to the video/audio output means in response to an advertising output operation is performed by a user to said video/audio output means.~~

22. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 2, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message ~~saying~~ indicating that the advertising information exists,

~~said controller is so constructed as to feed~~ feeds the advertising information selected ~~when by the selection means to the audio/video output means in response to an advertising output operation is performed by a user to said video/audio output means.~~

23. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 3, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message ~~saying~~ indicating that the advertising information exists, and

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~when~~ by the selection means to the video/audio output means in response to an advertising output operation is performed by a user ~~to said video/audio output means.~~

24. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 4, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message ~~saying~~ indicating that the advertising information exists, and

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~when~~ by the selection means to the video/audio output means in response to an advertising output operation is performed by a user ~~to said video/audio output means.~~

25. (Currently Amended) In the digital broadcasting receiving device with an advertising information outputting function according to claim 5, a digital broadcasting receiving device with an advertising information outputting function, comprising

message output means for outputting a message ~~saying~~ indicating that the advertising information exists, and

said controller ~~is so constructed as to feed~~ feeds the advertising information selected ~~when~~ by the selection means to the video/audio output means in response to an advertising output operation is performed by a user to said video/audio output means.